

Great Taste 2008

THE VIRGINIA FOOD AND BEVERAGE EXPO

Don't Miss Virginia's Premiere Culinary Trade Event

Dear Virginia Food and Beverage Companies:

The Virginia Department of Agriculture and Consumer Services invites you to participate in an exceptional sales and networking opportunity. Great Taste 2008 -- The Virginia Food and Beverage Expo will take place Wednesday, May, 14, 2008, at the Greater Richmond Convention Center, 300 North 5th Street in downtown Richmond. Outstanding Virginia companies like yours will present their products to hundreds of buyers representing grocery and specialty stores, hotels, restaurants, food service, wholesalers and more from the Mid-Atlantic region and beyond.

Sponsored by the Virginia Department of Agriculture and Consumer Services' Division of Marketing and only held every other year, the Virginia Food and Beverage Expo showcases Virginia food and beverage companies exclusively and gives culinary trade buyers an exciting and convenient tasting tour of the entire state. In the Expo's Best New Product competition, companies can put the spotlight on the latest addition to their line, win prizes and media attention.

If your company is not represented at the Great Taste 2008 -- The Virginia Food and Beverage Expo, you are missing an outstanding chance to put your products up front where they can be seen, sampled and sold to buyers who are looking for Virginia's innovative and traditional foods and beverages and are ready to write orders.

Fill out and return the enclosed Exhibitor Registration Form as soon as possible for the best chance to reserve the booth space you want. When you register, you will receive an Exhibitor Information Packet with specific details about the show, the Best New Product Competition, show set-up guidelines, parking passes, travel directions and other information.

Learn about Great Taste 2008 -- the Virginia Food and Beverage Expo in the attached information and visit the official show Web site at www.vaexpo.com for additional details. Also, you may contact me directly at 804-786-4278.

On behalf of the Virginia Department of Agriculture and Consumer Services, I look forward to your participation in Great Taste 2008 -- The Virginia Food and Beverage Expo.

Sincerely,

Lisa L. Lloyd

Lisa Lloyd
Show Coordinator

May 14, 2008

GREAT TASTE 2008

**Virginia Food and Beverage Expo, May 14, 2008
Greater Richmond Convention Center – Richmond, VA**

You are invited to exhibit your products to hundreds of food trade buyers from the Mid-Atlantic region as the Virginia Department of Agriculture and Consumer Services presents Great Taste 2008 – The Virginia Food and Beverage Expo.

This tasting tour of Virginia features scores of delicious Virginia products all in one convenient location.

The Expo is a unique opportunity for you to showcase your products as we present the best of Virginia's traditional fare and innovative cuisine.

Why Exhibit at Great Taste 2008?

- The Virginia Food and Beverage Expo provides a unique sales opportunity.
- It is a cost-effective marketplace for building awareness of your company and its products.
- Recent Expos have attracted from 800 to 1,500 buyers from the food and beverage trade.
- Sales are strong at this trade-only show.

What Makes the Expo Unique?

- The Virginia Food and Beverage Expo is the only culinary trade show in the state that features Virginia products exclusively.
- Most Expo attendees either authorize or recommend their company's purchasing decisions.
- Buyer response at the show is excellent, resulting in strong sales and on-going relationships.
- The Expo takes place only every two years, increasing buyer interest especially in the many new products presented at the event.

Who Attends the Expo?

- | | |
|-----------------------------|------------------------------|
| • Brokers | • Wholesalers |
| • Caterers | • Chefs/Restaurants |
| • Gourmet Retailers | • Gift Basket Companies |
| • Lodging Facilities | • Specialty Retailers |
| • Independent Grocers | • Mail Order Companies |
| • Supermarkets | • Convenience Stores |
| • Institutional Foodservice | • Industry Professionals |
| • Gift and Museum Shops | • Food Service Manufacturers |

This is an event celebrating quality Made in Virginia food and beverage products. Participating exhibitors will come from across the state of Virginia representing a variety of specialty foods and beverage categories including the following:

- Processed Foods – bakery products, baking mixes, candies and confections, cheeses and other dairy products, chips, herbal products, honey, jams, jellies, pasta, gourmet peanuts and peanut products, popcorn, salad dressings, sauces and seasonings, soups, stews, syrups and more.
- Meats and Seafood – ham, beef, bison, blue crab meat, chicken, farm-raised catfish, clams, crayfish, emu, hams, lamb, ostrich, pork, tilapia, turkey and veal.
- Beverages – beer and wine, cider, juices, milk, coffee and tea.
- Organic Products

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Greater Richmond Convention Center – Richmond, VA

Exhibiting Information

The Standard Booth Package

The Expo booth package includes the following:

- One 10' x 10' booth space (10' x 20' for double booth)
- Hunter Green carpeting
- 8-ft. high fabric back
- 3-ft. high side rails (green and beige)
- One 8-ft. x 2-ft. white-skirted table (two tables for double booth)
- Identification sign (7"x44")
- One wastebasket (two for double booth)
- Two folding chairs (four for double booth)
- One Convention Center parking pass for Tues. and Wed., May 13 & 14
- Name badges for booth staff
- Exhibitor reception the night before the show
- Listing in show program

DATES AND TIMES TO REMEMBER!

Show Hours: Wed., May 14, 9:00 am – 4:00 pm

(Booths must be ready no later than 8:30 am.
Participants in the Best New Product competition must be ready by 8:00 am.)

Set Up: Tues., May 13, 1:00 pm – 6:00 pm &
Wed., May 14, 6:30 am – 8:30 am

(You must provide your own dollies and carts.
Unloading/loading details at www.vaexpo.com)

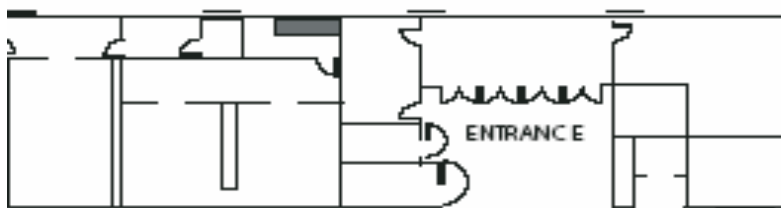
Take Down: Wed., May 14, 4:00 pm – 6:00 pm
(No take-downs before 4:00 pm)

Show Layout

GREATER RICHMOND CONVENTION CENTER
WHERE VIRGINIA MEETS THE WORLD.

Hall C

	17	18	19	20	21	22	23	24	
	WINERIES AND BEER								
16	WINERIES								25
15		52	53		76	77	100	101	26
14		51	54		75	78	99	102	27
13		50	55		74	79	98	103	28
12		49	56		73	80	97	104	29
11		48	57		72	81	96	105	30
10		47	58		71	82	95	106	31
9									32
8		46	59		70	83	94	107	33
7		45	60		69	84	93	108	34
6		44	61		68	85	92	109	35
5									36
4		43	62		67	86	91	110	37
3		42	63		66	87	90	111	38
2		41	64		65	88	89	112	39
1									40



GREAT TASTE 2008
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Please complete all sections. *Save \$25! Complete and postmark your registration by March 28, 2008.*

Exhibiting Company Information (for use in SHOW DIRECTORY) Please be complete and use Co., Inc., etc.

Company Name: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Fax: _____

Company Web Address: _____

E-mail: _____

Are you a first time exhibitor at the Virginia Food and Beverage Expo? ☐ YES ☐ NO

Product Description – Please describe your products for SHOW DIRECTORY (no more than 15 words).
Specify if certified organic, kosher, etc.

Exhibit Contact Information (this person will receive booth mailings, service kit, etc., via mail, fax or e-mail)	Booth Size Desired	Fee
Name: _____	<i>Postmarked by 3/28/2008.</i>	
Company Name: _____		
Title: _____	____ 10'x10' Without Electricity	\$315
Telephone: _____ Ext. _____	____ 10'x10' With Electricity	\$370
Cell Phone: _____	____ 10'x20' Without Electricity	\$630
Fax: _____	____ 10'x20' With Electricity	\$740
E-mail: _____	<i>Postmarked after 3/28/2008.</i>	
Mailing Address: _____		
_____	____ 10'x10' Without Electricity	\$340
City: _____ State: _____ Zip: _____	____ 10'x10' With Electricity	\$395
Shipping Address: _____	____ 10'x20' Without Electricity	\$655
_____	____ 10'x20' With Electricity	\$765
City: _____ State: _____ Zip: _____		

Rank Booth Number Choices:

Refer to floor plan for booth numbers. Note that wineries and beer distributors are grouped in one area. Select a first, second and third choice. We will do our best to accommodate your choices; however, we reserve the right to alter booth arrangements when unforeseen situations warrant it. Show management will finalize booth numbers closer to the show date.

_____ First Choice _____ Second Choice _____ Third Choice

(Over)

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Indicate Cooking and Heating Needs – As required by the Fire Marshall, list the appliances that you will use if you plan to heat or cook in your booth. (Deep fryers or open flames for cooking are not permitted.)

Answer The Following Question.

Has the Virginia Department of Agriculture and Consumer Services approved your company for official participation in the Virginia's Finest Trademark Program? ☐ YES ☐ NO

Best New Product Competition:

Application forms and competition details will be mailed to exhibitors upon receipt of registration form and payment. Companies that enter the competition must be ready by 8:00 am on May 14 for the judging.

Cancellation Policy:

Full refunds of the booth fee will be granted to exhibitors who cancel or downsize by April 7, 2008; 50% refunds of the booth fee will be granted to exhibitors who cancel or downsize between April 8-21, 2008, even if the space is re-sold. No refunds of the booth fee will be granted for booth cancellations made after April 21, 2008, even if the space is re-sold.

Select Payment Method:

☐ Check – Make payable to "Treasurer of Virginia."

☐ Charge (circle one) VISA MASTERCARD

Card Number: _____

Expiration date: _____/_____

Name on card (please print): _____

Authorized Signature (No booth assignments are made without a signature)

VDACS is authorized to reserve space for our use in the exhibit hall at Great Taste 2008 – The Virginia Food and Beverage Expo in Richmond, VA, May 14, 2008. Signature and payment constitutes company agreement to abide by the cancellation policy and all other rules and policies. VDACS reserves the right to refuse service to any individual or company.

X _____

Print name: _____

Title: _____

**Mail this completed form with payment to: ATTN: Lisa Lloyd
Virginia Department of Agriculture – P.O. Box 1163 – Richmond, VA 23218**

Virginia Department of Agriculture and Consumer Services